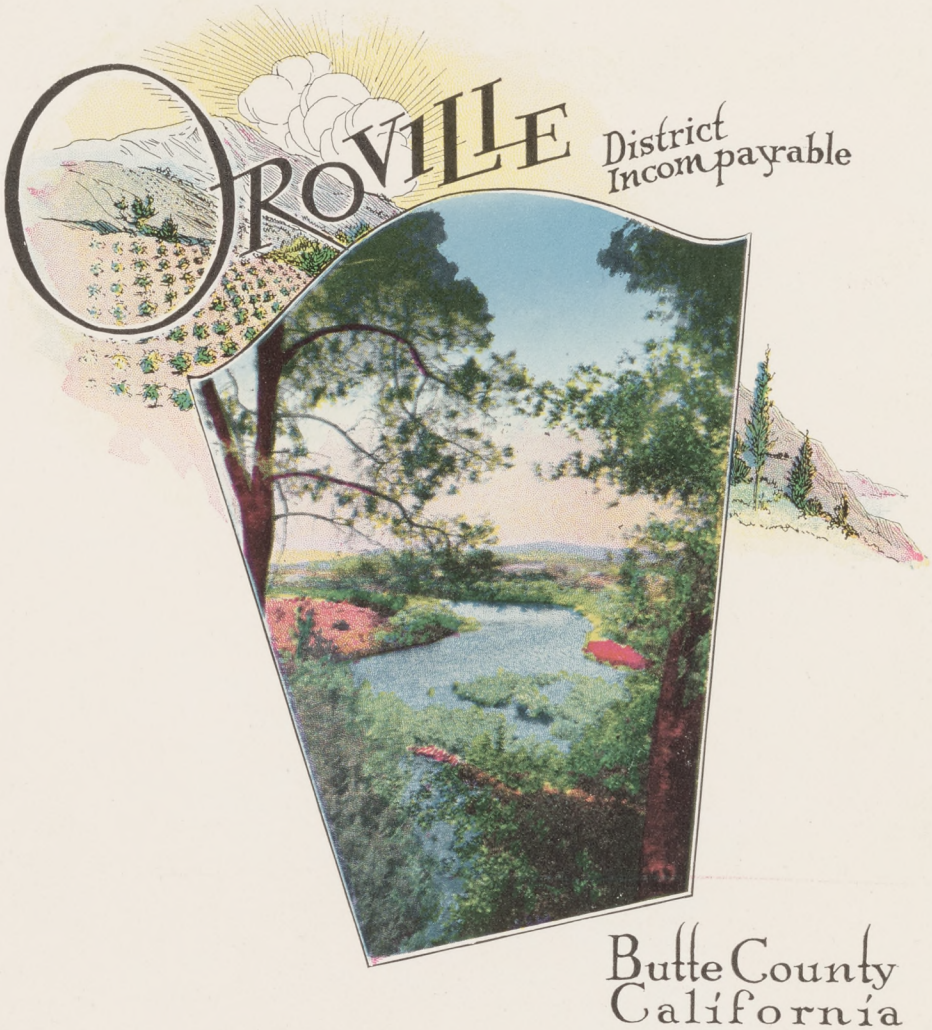
OROVILLE
District
Incomparable
Butte County
California

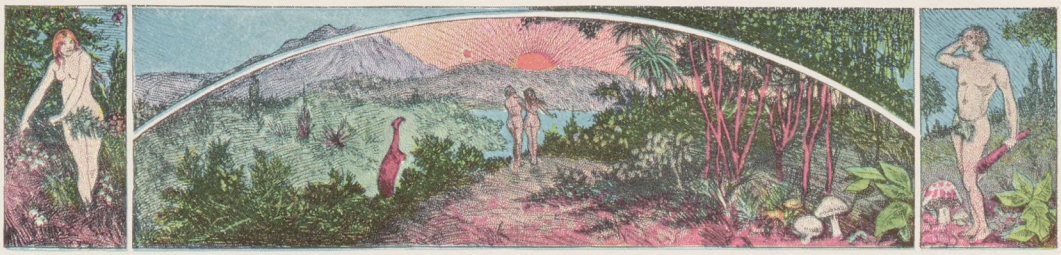
1347



United Chamber of Commerce

Oroville, California

Price 50 cents



OROVILLE

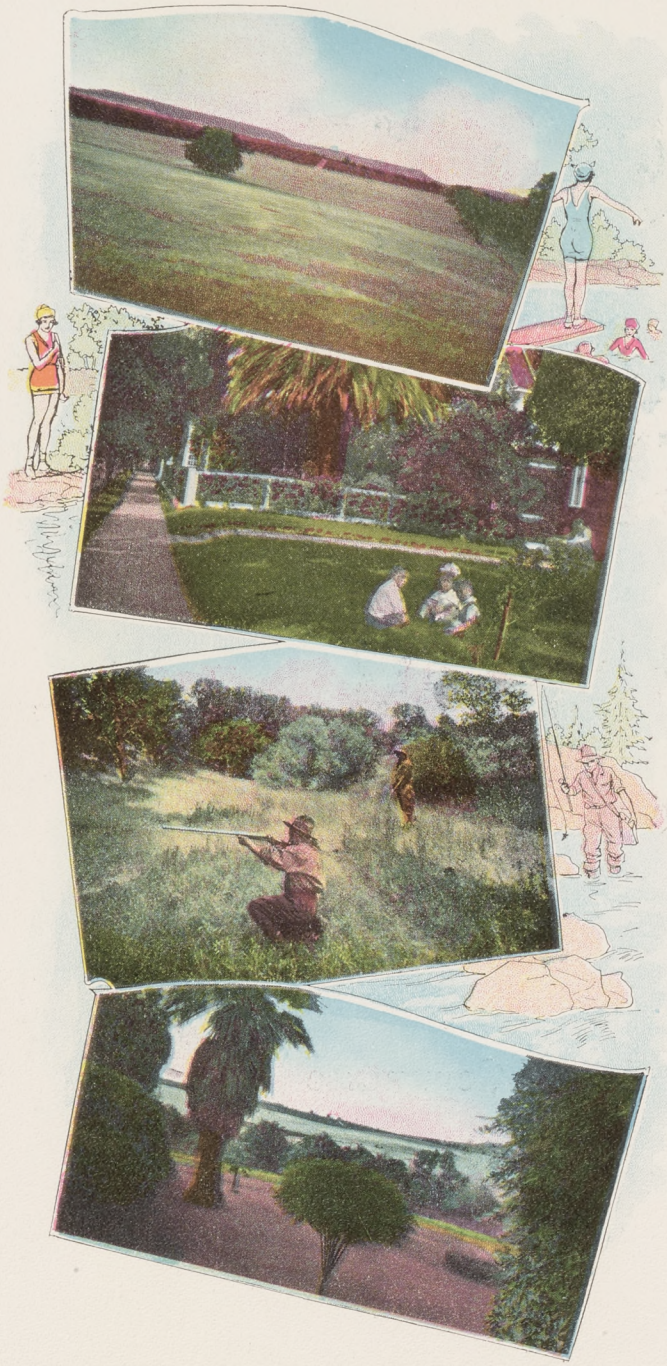


Table Mountain

Residence Street

Quail Hunting

Palms Everywhere

Oroville

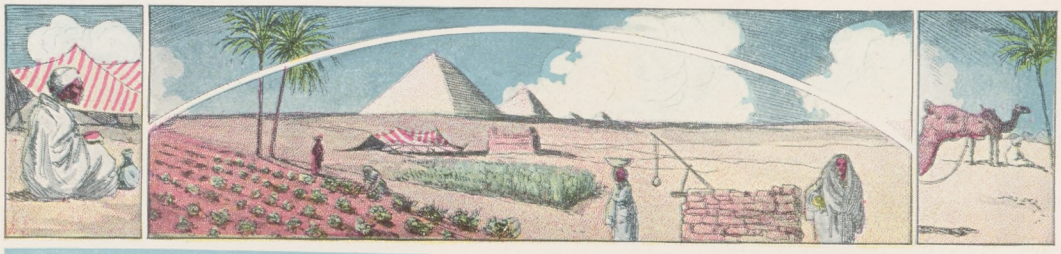
"The City of Gold", 75 miles north of Sacramento midway between the great fertile Sacramento Valley and the Sierra Nevada mountains. A rolling country of never ending beauty. The Gateway to the *"Feather River Country"*, one of the most scenic wonderlands of the world.

The Oroville District is proud to claim more De Luxe industries than any other section of the United States. Placer mines and gold dredgers producing millions of gold annually; an orange industry that is second to none in quality and price; the largest ripe olive plants in the world; a big sugar pine industry; the only silk farm in the United States with more than one million silk worms at work this year; a fruit district that produces successfully every fruit that will grow in the temperate or semi-tropical zones; a successful poultry raising industry; marvelous scenery; outdoor sports and recreation unexcelled in the country.

The Olive industry makes big money for the Oroville District

It has been aptly said that the olive originated in the Garden of Eden and thus represented a special creative act of GOD. Certain it is that the olive is as old as civilization itself, probably first cultivated in the land of Canaan. It is fir st mentioned, however, in the eighth chapter of Genesis when the dove came into Noah in the evening; *"and lo, in her mouth was an olive*

District Incomparable



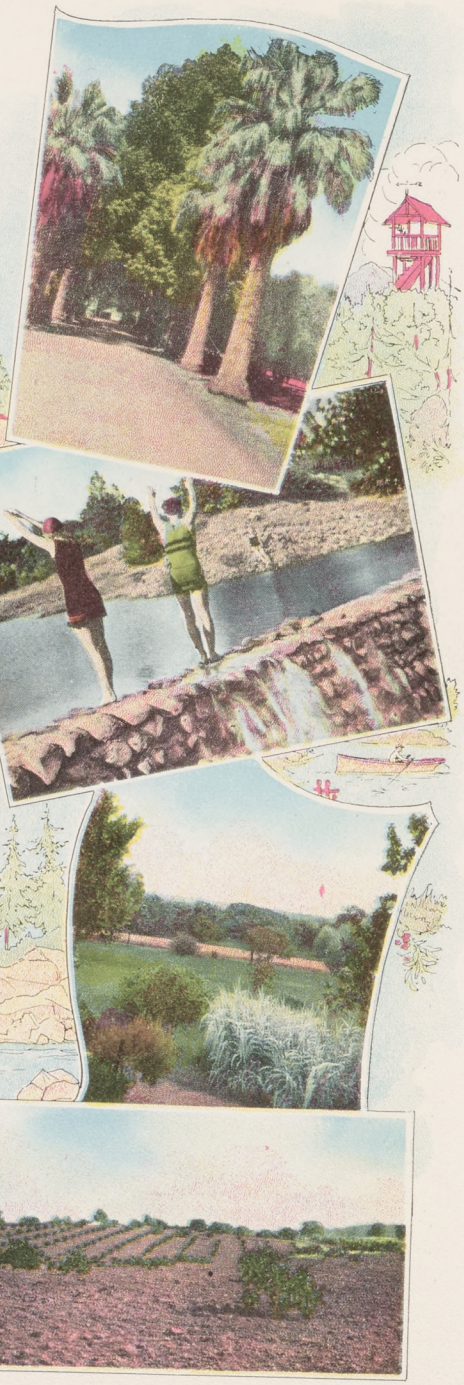
OROVILLE

leaf plucked off; so Noah knew that the waters were abated from the earth."

Olive oil was one of the very first articles of commerce. In ancient Greece the warriors anointed themselves with it after the bath; Solon the law-giver enacted statutes to regulate the cultivation of the olive tree in Attica, from which country it was distributed to the Athenian allies and tributaries. In Pliny's time it was being produced abundantly in the Gallic provinces and in Spain.

Among the southern nations of ancient history the olive was an emblem not only of peace, but of national wealth and plenty. The olive branch was conferred on the Olympic victors and woven about the crowns of the Roman conquerors at times of ovation, following victories. The olive has been the *"staff of life"* to wandering tribes and a dainty appetizer at the rich man's table. Its trees have furnished shade on an otherwise treeless plain, down through the ages. Its wood was used in decorating King Solomon's Temple. Today it is considered a FOOD, whose value, pound for pound, is greater than that of meat.

Three hundred years ago when the Spaniards over-ran both North and South America, the olive went with them; first to Chile and Peru and from there to Mexico and thence to California. To the Franciscan father's habit of planting orchards near every mission, we owe the spread of the olives in this land of sunshine and plenty. Their first mis-



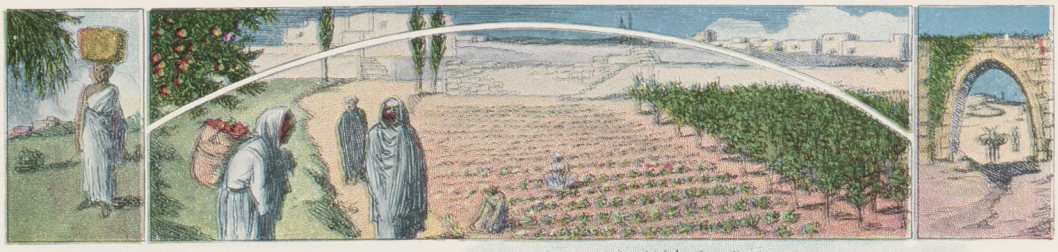
Palermo Drive

F. F. Ford Swimming Pool

A Bit Of Landscape

Young Orange Orchard

District Incomparable



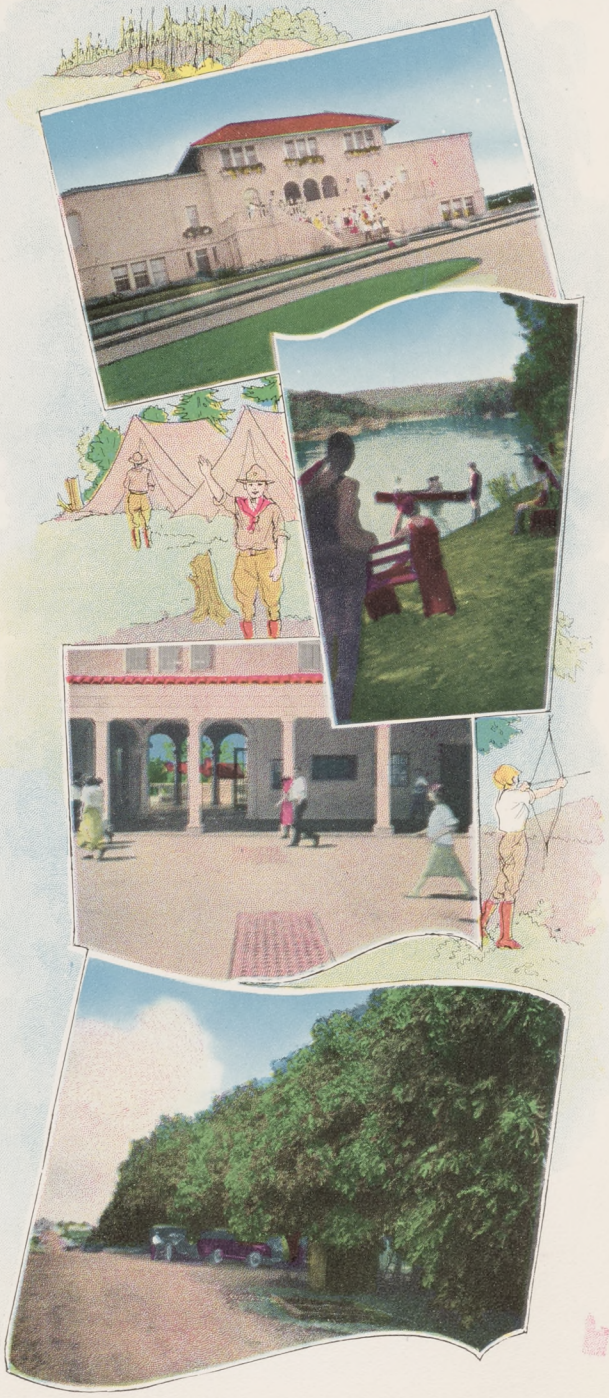
OROVILLE

sion in California was established at San Diego. Around this they planted an orchard containing principally the varieties of fruits of southern Europe.

As the Franciscan fathers marched northward to establish other missions, they took with them cuttings and seedlings from this parent orchard and in this way developed orchards adjacent to twenty other missions which they established in different parts of California.

An Arab on a journey will make a meal of a handful of sunflower seeds and dried olives; the Spaniards eat the olive green, that is to say before the oils are fully matured. The Greeks and Orientals eat their olives dried; the Italians extract the oil; the ripe picked olive is a product peculiarly Californian; it was here that the method of pickling the ripe olive, the most tasty and nutritious way of preparing the fruit, was discovered.

California and Arizona, of all the states, are adaptable to growing the ripe olive. Olive growers thrive in almost every section of California but it is in the rich warm land country about Oroville that they have reached their highest development. It was here that the process of pickling the ripe olive was perfected; it is here that the largest ripe olive plants are located; every one of these olive packing plants is now building additional facilities, and new packing houses are being constructed, to care for this growing and prosperous business.



High School

Feather River

Patio High School

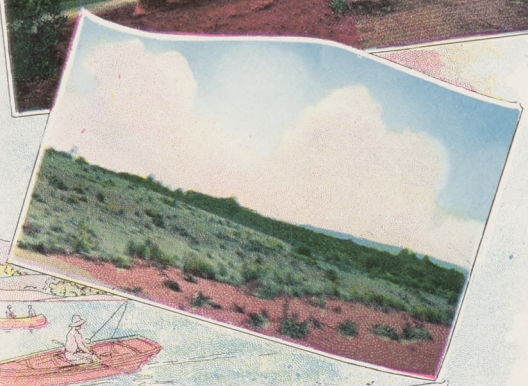
White Adriatic Figs

District Incomparable

OROVILLE

Thermalito Home

There are about 50,000 acres in Olives in California. This represents an investment of $35,000,000; the olive industry requires the service of 10,000 people. All of this industry has been developed within the last 25 years. It has been thoroughly demonstrated that the olive thrives best in a dry, warm atmosphere and in soil that is warm and well drained. The Olive requires less water than many other trees. It responds to care and cultivation just the same as other domestic fruit trees.

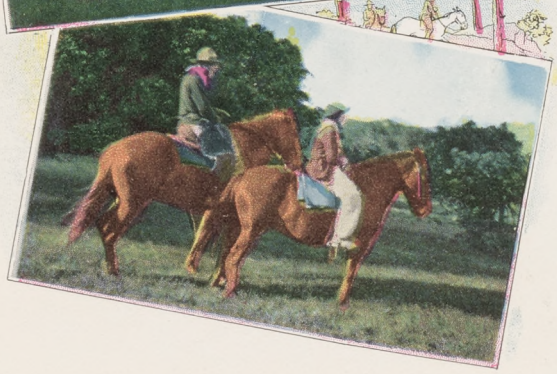


Cultivated and Raw Lands

There is a great and growing market for ripe olives; a recent statement by an authority said that less than 5 per cent of the people east of Chicago had ever tasted a ripe olive; the *Oroville District* has never been able to supply the demand for ripe olives; this is an interesting fact when one considers the potential market that exists right here in this country for ripe olives.

Morning Exercise

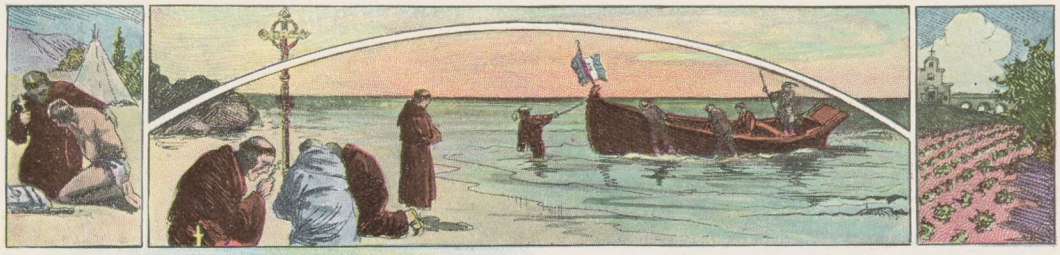
Olive groves are very profitable. There is nothing difficult about growing olives. It takes eight to ten years for an olive orchard to come into full bearing. Peaches are planted in between the olive trees as they will come into bearing within three to four years and make a profit while the olive trees are reaching maturity. Olive trees have the longest life of any cultivated tree; many olive trees in California, more than 100 years old, are still bearing a large yield of olives every year.



Life Enjoyment

A wonderful irrigation system has recently been completed in the *Oroville District*, taking water from the great Feather River. It is estimated that ultimately 125,000 acres

District Incomparable



OROVILLE

Senator Hearst's Old Home

Young Figs and Oranges

Farm Home

Silk Farm

can be irrigated, of which only 6,000 are now planted. The climate is ideal; the soil is rich and warm; olive growing is already a great commercial success; it requires little vision to see olive orchards multiplied many times over in the next few years - - with millions of capital invested and thousands of employees required to handle the olive industry - - and thousands upon thousands growing rich and prosperous in supplying this country's need for ripe olives.

Climate

Orange growing is generally associated with the ideal climate of California; last year more than 300 cars of oranges were shipped out of the *Oroville District* to eastern markets; these commanded a price of $6.00 per box.

A most interesting fact in connection with the climate of this district is that oranges ripen FIRST in the *Oroville District;* ripen and are on the market from two to six weeks before the oranges of other districts.

This always insures the growers TOP prices for oranges grown at Oroville.

A recent report of the United States Weather Bureau classifies the climate of this section as about the same as that of Pasadena, which has been considered the ideal by many generations of California tourists. Located as it is on the great Feather River and near the Sierra Nevada

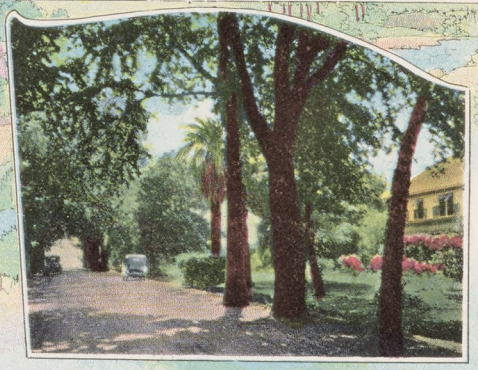
District Incomparable

OROVILLE

mountains it offers every type of outdoor recreation and sports for all-the-year-round; flowers are in bloom in January and for every month of the year; 275 days of sunshine in 1922 and this is about the average for every year.

Raw Land and Growing Orchard

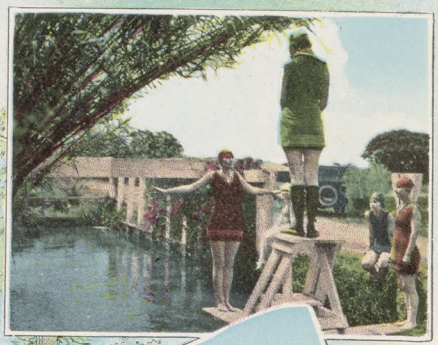
The water comes from the snows high up in the Sierra Nevada mountains and no finer drinking water can be found anywhere; this is a most important health factor and contributes much to the fine health enjoyed by the people of this favored district.



Palermo Home

One of the many reasons for the success of California people (and most of them came from the states) is that they are enabled to work in comfort all year round - - no extremes of heat and cold.

The Oroville District will compare favorably with any section of the world. Arthur Brisbane in one of his recent editorials referred to California as an *"earthly heaven"* - - and it IS a most charming and prosperous country. There is no section of it, however, that can show greater charm, month by month and year by year, and greater joy in living, than does the *Oroville District.*



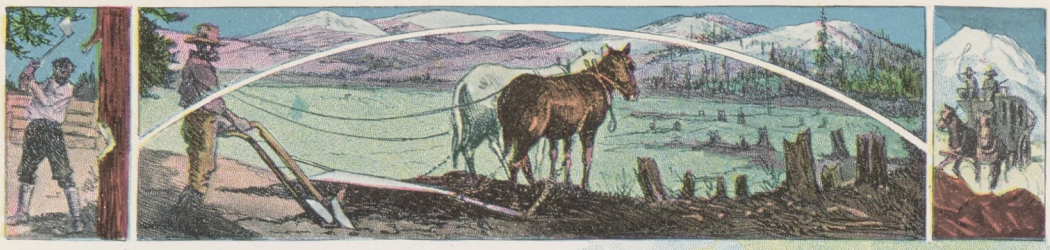
Palermo Swimming Pool

Gold

The early history of the *Oroville District* is tied up with the stirring days of '49. It was in this section that the gold miners of early days constructed crude water ditches and operated placer mines enlarging these ditches as time went on and the work-

Olive Orchard

District Incomparable



OROVILLE

ings proved profitable. Later on giant gold dredgers took the place of many placer miners on the Feather and other rivers and millions of gold were washed every year from the sand and gravel of these streams. This is the center of the most important gold mining activity in California, which is a leading state in gold production.

60 Acre Orange Orchard

In the early mining days thousands came to dig gold; other thousands came to supply the needs of those who were digging gold; many men of the second group planted fruit and vegetable ranches and these proved very profitable and so others came to share in the wealth of a growing community.

While gold mining in this section is perhaps not as important as before it is not forgotten even in the development of the vast acres of gold that lie in the soil and water in every direction from this thriving city; gold that grows from the ground in the form of oranges, peaches, plums, figs, grapes, olives, and fruits of every kind; these are producing every year their quota of gold for the fruit growers and ranchers of this section - - and other thousands are coming to share in the blessings and prosperity of a contented people - - for the *Oroville District* is just now in the BEGINNING.

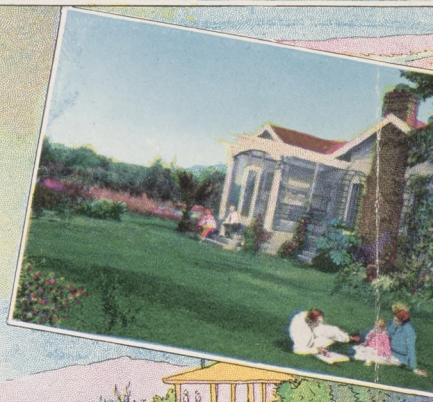
Miles of Oranges

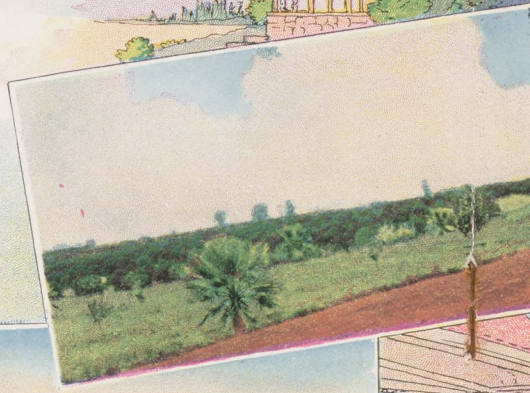
Fruits of Every Kind

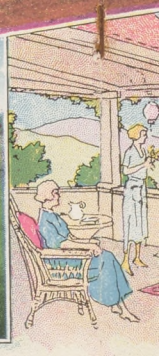
are successfully grown in this district. Any fruit that will grow in the temperate or semi-tropical countries will grow in the *Oroville District* and this statement is verified by

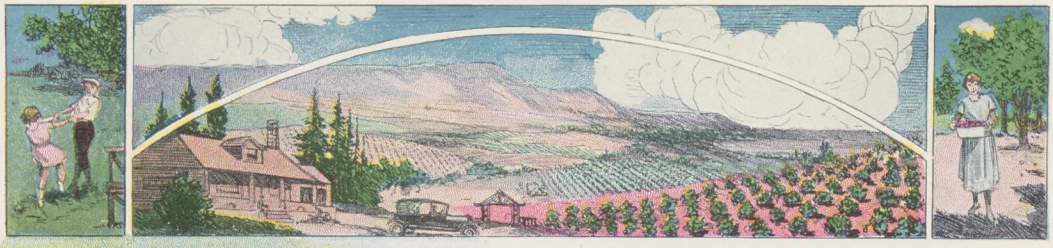
Irrigation Reservoir

District Incomparable

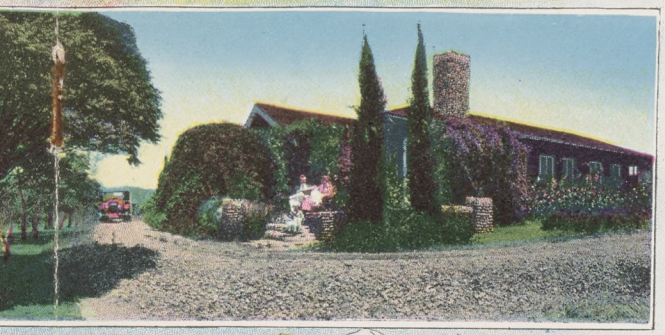








OROVILLE



hundreds of bearing orchards. Grapes and raisins, figs, prunes, apricots, almonds, cherries, plums, peaches, pears; in fact every California fruit can be found in this section. In one orchard, located here, are more than 200 varieties of fruits and all of them have been pronounced successful.

Abundance of Water

The ancient mining ditches have been consolidated and improved into a vast irrigation district, taking water from the great Feather River. This is one of the largest rivers of the Pacific Coast and abundance of water is assured for all time to come. This one district will ultimately have 125,000 acres under irrigation, of which only 26,000 acres are now under irrigation.

Typical Orchard Home

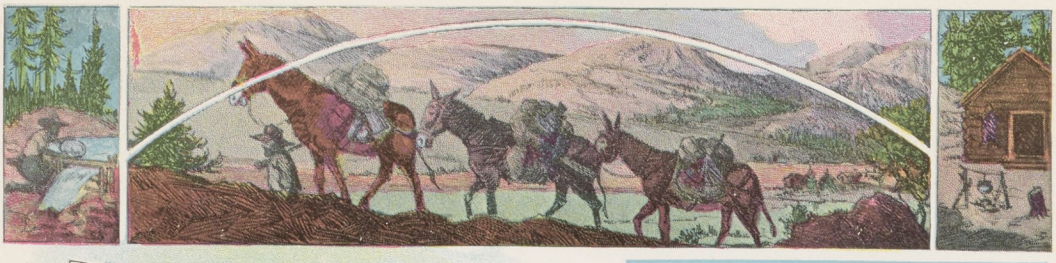
Water, coupled with the right soil and climate, is bound to yield most satisfactory results. Add to this ready markets for the products of the soil from such a district, and you have all the elements that go into the making of a prosperous community. All of these elements are found in the *Oroville District*, and it is very doubtful if any district in California can show better advantages in all of these, than does Oroville.

Oroville Residence Street

Water is the first thing that any successful California farmer will ask about; no section can show more abundant water supplies for its farms and orchards. Fortunes are made in the cities by buying land in the "path of growth" and the increase in value does the rest. In the country, fortunes are made by buying land in

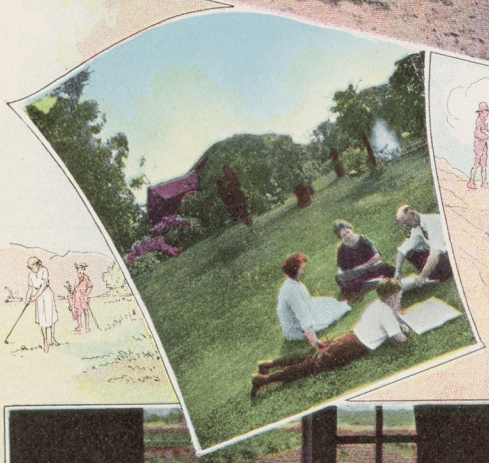
Silk Cocoonery

District Incomparable



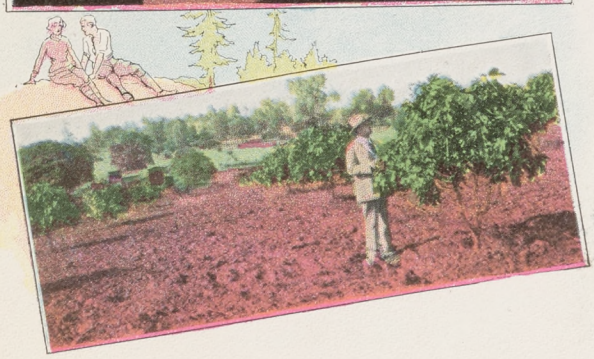
OROVILLE

Feather River above Oroville



Palm Bluff

Where Life is Better



Young Fig Orchard

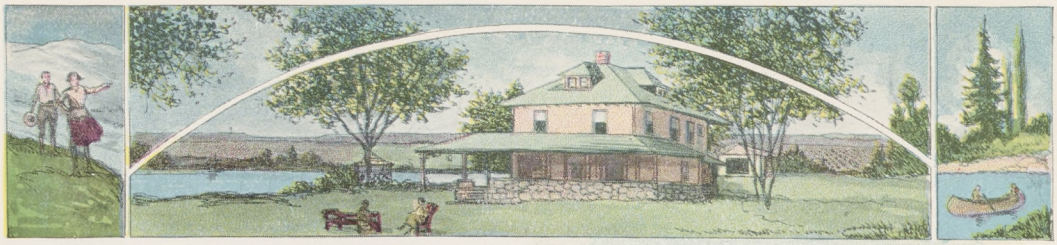
the newer irrigation district - - they are in "the path of growth" and with the coming of population and increased productivity, land values multiply and make the early buyers rich beyond their dreams.

Silk Farming

is one of the most fascinating of the newer industries of California and is backed by about twenty-five financial leaders of the State. The key to successful silk farming is the mulberry tree, coupled with the right climate, and only certain localities are suitable for this purpose.

After exhaustive investigation the *Oroville District* was selected for this infant industry, 800 acres of land being utilized for the purpose. Already 150,000 mulberry trees have been grown to four-year-olds. Over 1,000,000 silk worms were hatched this spring and are now feeding in the silk cocoonery on this farm. Only two other districts in the world can grow silk of the quality now being produced on the Oroville silk farm.

The results so far achieved in this promising industry make it certain that this is the beginning of another giant industry for California, and many other silk farms are certain to be established in this favorable section. Silk has been grown for at least 4,000 years and in almost every section of the temperate and torrid zones. Olives were growing their wealth of food and oils long before the time of the Romans. It is interesting, and significant, that these two age-old wealth pro-



OROVILLE

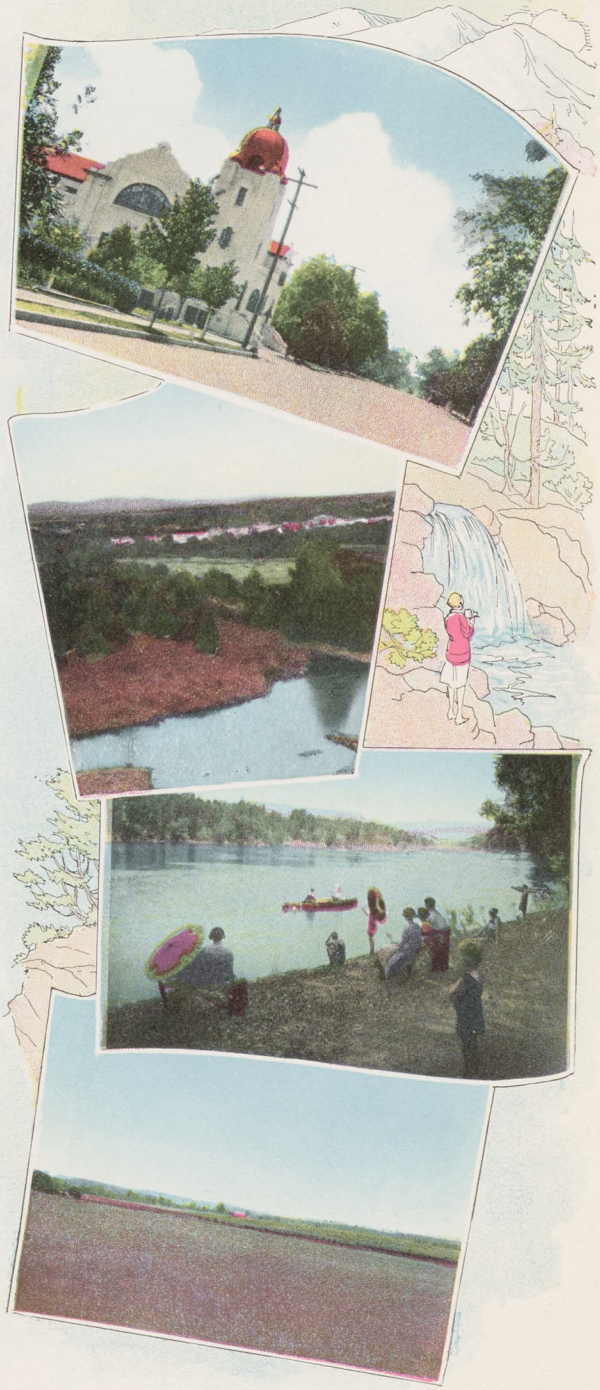
ducers should be joined in wealth producing in one of the newest and most promising districts of the world.

Transportation

With a main-line transcontinental railroad and two other railroads through *Oroville District* a ready access to the principal markets is assured. This is quite important for without adequate transportation to market no district can ever hope to be permanently successful in a large measure. Paved highways, a part of the great highway system of California, run in every direction - - more than 180 miles of paved highway is in this one county; and road building is still going on with the idea of making this district one of the most accessible districts of California - - accessible by rail and highway - - so that products can move with dispatch to the primary markets and also for the vast numbers that come every year to this section for recreation and for permanent homes.

Schools

California stands in the front rank of States in education matters, and no section of the State can claim finer or better schools than are to be found in the *Oroville District*. Every child has ample educational opportunity. Union High Schools, with bus lines running into the country districts, offer the same opportunities to the boys and girls of the farms and ranches as the city children enjoy. This community is 100 per cent American and believes in and



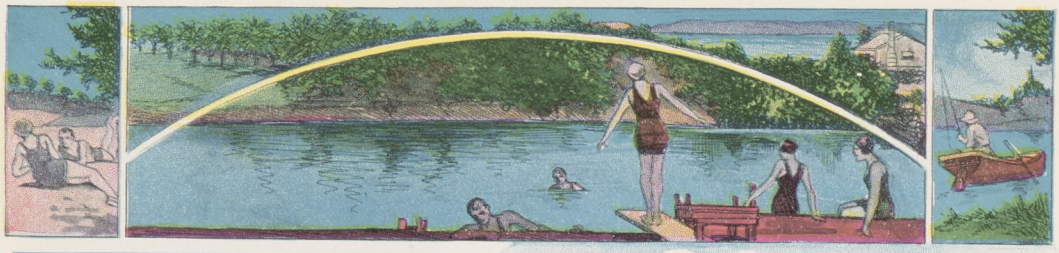
First Methodist Church

Oroville from Thermalito

Feather River Scene

Land Development

District Incomparable



OROVILLE

provides good schools.

Poultry Raising

This business has assumed large proportions in some sections of California. Many men and women have achieved wealth and independence in this line of work. That the *Oroville District* is ideally adapted for the raising of all kinds of poultry is a proven fact by the number of successful enterprises of this kind in actual operation. This is but by way of illustration that one can find in the *Oroville District* almost any kind of opportunity for which he seeks; opportunities of every kind for money making and for home development.

As an example of what is being done in the poultry business, one ranch keeps 2,000 chickens, on a small acreage. Besides the revenue from the sale of a large number of fryers over $300.00 worth of eggs are marketed each month. These poultry ranches are unable to supply even a small percentage of the egg demands of this country and there is great opportunity in this line for men and women of energy who will apply themselves seriously to this business. The climate is ideal; there is great abundance of shade trees and water; the products always command a good price and there is always a ready market.

Pay Roll

The pay roll of manufacturing industries in the *Oroville District* amounts to approximately $3,000,000 annually. Several lumber mills are now running both day and night

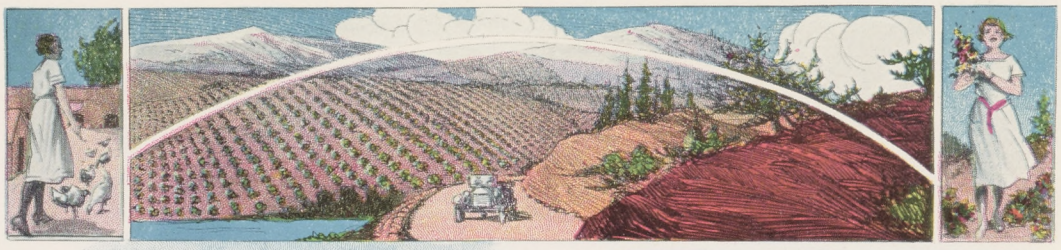
Table Mountain Ranch

Irrigation Reservoir

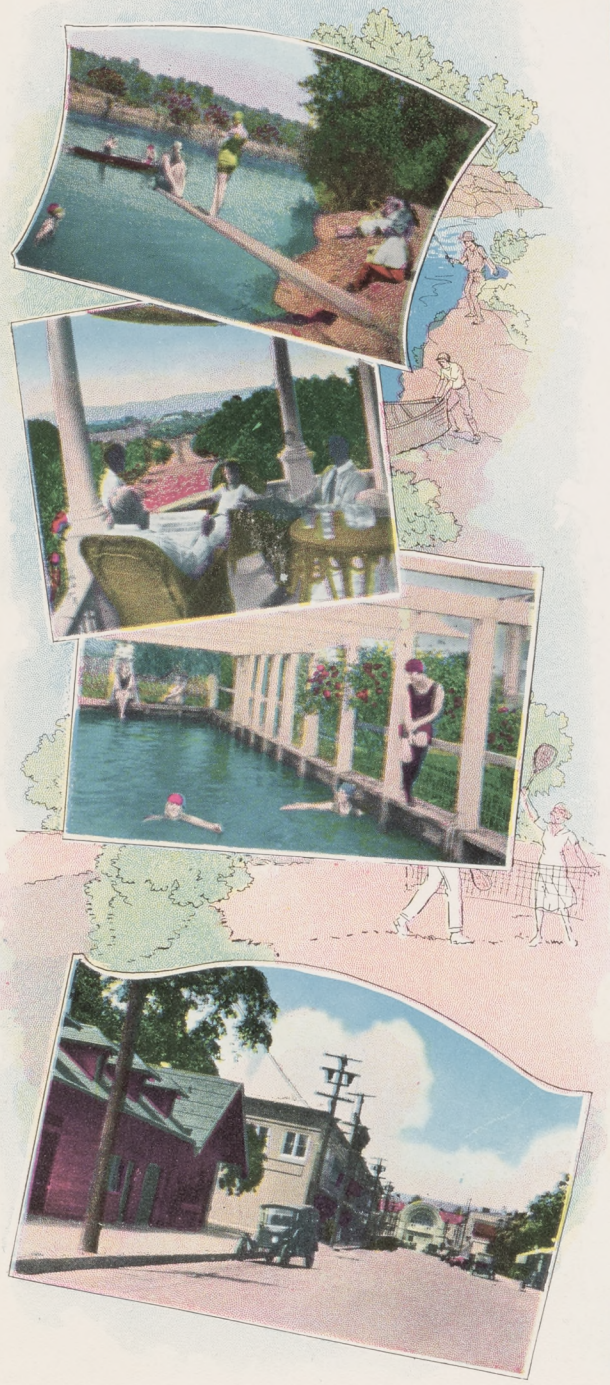
An Oroville Home

Feather River

District Incomparable



OROVILLE



Feather River Scene

Enjoying Life

Popular Pastime

Business Street Oroville

to supply the demand for their products. There is always a good demand for various types of workers. This assures the man who must *"earn his way"* while his orchard comes into bearing steady employment in the *"off"* season when he is not required on his ranch.

A movement is on foot looking toward the establishment of a paper pulp mill to utilize the large forests of fir timber that grows in such abundance in the Feather River district. Sooner, or later, these great forests will be turned into paper and this will mean another large industry for this district, employing thousands of men.

Community Spirit

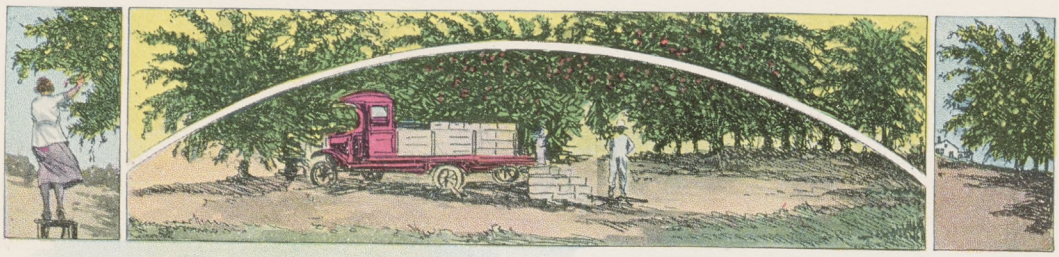
is highly developed in the *Oroville District*. Last year when a real need for additional houses existed in Oroville, the Chamber of Commerce through its efforts started building thirty-five houses. This started a building boom and more than 300 houses were built in a single year and the end is not yet in sight. The population of Oroville is 6,000.

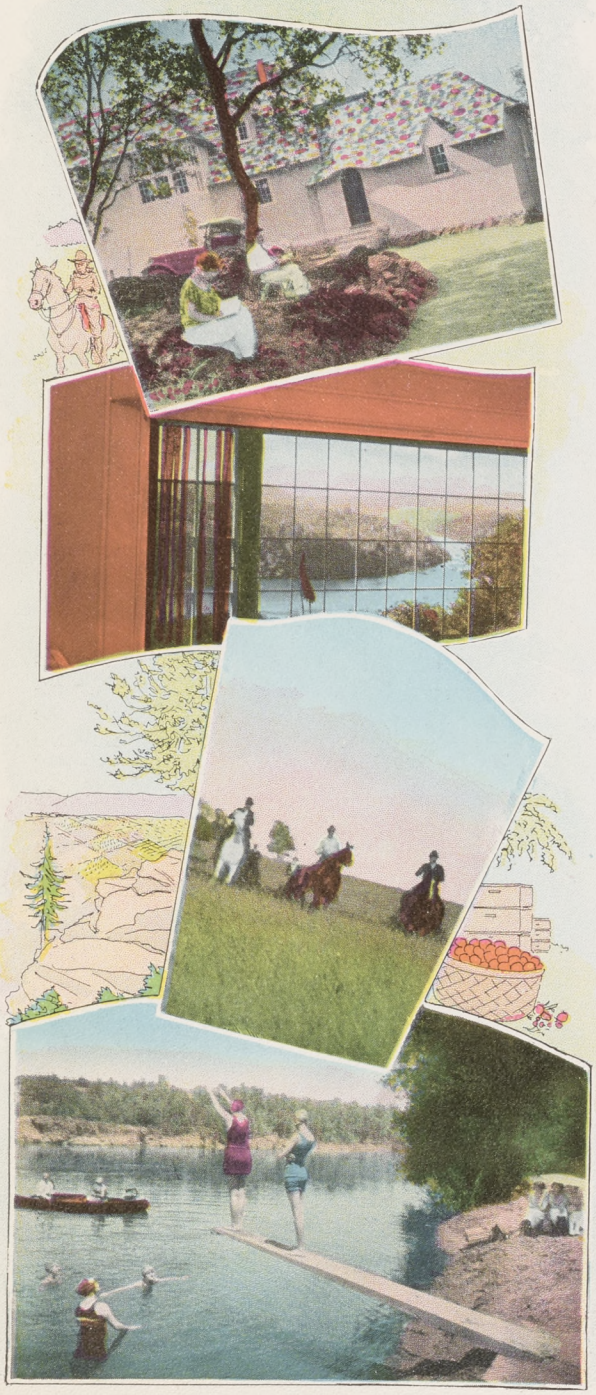
The Social Center, a community organization, meeting every Friday evening in the Grammar School auditorium furnishes free entertainment to the people of the City and surrounding territory. Here also are community affairs discussed.

It is another evidence of the spirit of Oroville.

Another very interesting sidelight on this

District Incomparable





Typical Home

Interior of above Home

Range Lands

Outdoor Sports

OROVILLE

section of productive California is that the great agriculturists, men who have achieved prominence in the direction of the agricultural pursuits of California and the Western States--have bought and are improving large holdings of land in the *Oroville District*. These men know California; they know soil and climate.

What Is The Price Of Land

Good rich land, with guaranteed water on every acre can be had at from $100 to $200 per acre--and this is a very LOW PRICE for irrigated land anywhere in California. You can buy your land, arrange for your planting and the care of your orchard or vineyards, all in ONE transaction. Your orchard will have the care of men who are EXPERT in this business and when you are ready to move onto this ranch, the orchards are already developed and on a paying basis. This land can be bought on terms; arranging for a cash payment and the balance spread over a period of five years. Monthly payments can be arranged.

Joy In Living

The *Oroville District* offers every form of outdoor recreation and sports. The Feather River Country is the angler's paradise. It is the tramping ground for the hunter of deer, bear and small game. Men and women get more real joy in living; more wholesome outdoor life and recreation. This is a most inviting country for those who want to make a real home with the right kind of surroundings, good neighbors, in a strictly American community, with opportunities for money-making on every side.

District Incomparable

The

United Chamber of Commerce of Oroville and Allied Communities

Serves the Territory of

Oroville - Thermalito - Palermo - Wyandotte
Honcut - Bangor - Central House - Pentz
Table Mountain - Bidwell - Berry Creek

"Our function is to promote the interests of Oroville and its Allied Communities in all things pertaining thereto, to collect and dispense authentic information to seekers of the same, and to correlate the interests of the urban and rural districts."

We solicit your inquiries and will co-operate with all other agencies of the County to give you the information or service you require.

Address

UNITED CHAMBER OF COMMERCE

609 Birs Street Oroville Calif.

CREATION OF
LEONARD FISHER ADVERTISING SERVICE
THE VILLAGE PRESS
SAN FRANCISCO